



Businesses Invited to Join Wood Products Mission to China

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MADISON – Wisconsin businesses interested in growing their wood product exports have an opportunity to participate in a Business Development Mission to China this spring. The Department of Agriculture, Trade and Consumer Protection (DATCP) invites businesses to join the Wisconsin wood products mission, March 24 – April 2.

“China is the number one importer of wood products from the United States, and there is great potential for Wisconsin companies to increase their exports during this specialized mission,” said Jennifer Lu, a DATCP Economic Development Consultant. “Companies will have the opportunity to participate in a premier trade show, have one-on-one business meetings and receive individualized trade assistance.”

The mission will travel to Guangzhou and Shanghai. Highlights include a pre-mission business assessment, admission to the furniture and woodworking trade show Interzum Guangzhou in China with the American Hardwood Export Council, customized business appointments, in-country business briefings and translation of company and product materials.

Small to mid-sized Wisconsin forestry product businesses looking to initiate or expand their export sales to China are encouraged to participate in the mission. The deadline to apply is February 20. The application is available at datcp.wi.gov/Business/Exports/Calendar_of_Events, under *China Business Development Mission-Wisconsin Wood Products*.

Travel logistics while in China will be provided for those participating including in-country flight and ground transportation, daily itineraries, ground support and interpreters. Businesses would be responsible for their round-trip flight to China and hotel costs.

Eligible companies must meet Small Business Association (SBA) requirements. For SBA’s definition: <http://www.sba.gov/content/what-sbas-definition-small-business-concern>.

The mission is being coordinated by DATCP, the Wisconsin Department of Natural Resources, the Wisconsin Economic Development Corporation and the American Hardwood Export Council. This mission is funded in part through a State Trade and Export Promotion grant from the SBA and is part of continued work by DATCP to enhance the competitiveness of Wisconsin’s forestry industry in China.

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